

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 16, 1998

RJR Account #194040

Ms. R. Fairbanks

FINKLE DIST., INC.

**FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021**

Dear Ruth:

DORAL *Gratis* product (6M), and matching *Live* product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL BRAND STYLES	#/ (6M) GRATIS Cases	GRATIS UPC Code	#/ (12M) LIVE Cases	LIVE UPC Code
<i>Light</i>	<u>3</u>	12300-21861	<u>3</u>	12300-15112
<i>Lt 100</i>	<u>6</u>	12300-24987	<u>6</u>	12300-15212
<i>Men Lt 100</i>	<u>3</u>	12300-24990	<u>3</u>	12300-15812
<i>FF</i>	<u>3</u>	12300-21859	<u>3</u>	12300-16612
<i>FF 100</i>	<u>6</u>	12300-24988	<u>6</u>	12300-15312
<i>Ult Lt 100</i>	<u>3</u>	12300-24991	<u>3</u>	12300-16712

**15-Pack Carton Kits (Item #536813)**

SKU CUBE: 1.8512

SKU WT (w/o Product): 4.4800 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 20 Savings Cartons

Product / Display Arrival: February 4, 1998

Ship Date to Retail: Week of: February 16, 1998

EFT \$ Amount: \$14,272.70

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BCTNG5F  
FINKLE DIST., INC.

**Promotion Description:**

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack *gratis* offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

**Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.  
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100**

**SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.  
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
See attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$216.00 (24 (12M) case(s) @ \$9.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: 162303

L. E. MacWilliams

Enclosure: Customer List  
Wholesalers Packing Instructions

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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**PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS****CUSTOMER LIST**

REFER TO 'WHOLESALE PACKING INSTRUCTIONS' FOR DISPLAY SET-UP

ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.

BRAND LOAD PER DISPLAY:

ONE EACH (15-PACK CARTONS): DORAL LT/ LT MEN 100 / FF / ULT LT 100

THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100

# CARTONS PER STYLE  
**D O R A L**

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE		LT	LT	LT	FF	FF	ULT	VAP	DIRECT	ACCT	DIR
							100	100	100	100	100	100	SIS#	NAME		SUPPLIER#
162302	320476	D & G HARDWARE	RT 9 MAIN ST 18	WARRENSBURG	NY	GRATIS	10	20	10	10	20	10	194040	FINKLE DIST INC		
						LIVE	20	40	20	20	40	20				
162302	452987	EZ DUZZIT	75 SARATOGA AVE	SOUTH GLENS FA	NY	GRATIS	10	20	10	10	20	10	194040	FINKLE DIST INC		
						LIVE	20	40	20	20	40	20				
162302	722178	THE STORE	139 MAIN ST	WARRENSBURG	NY	GRATIS	10	20	10	10	20	10	194040	FINKLE DIST INC		
						LIVE	20	40	20	20	40	20				
162303	130283	BEEBE'S SERVICE STA	1000 CURRY RD	SCHENECTADY	NY	GRATIS	10	20	10	10	20	10	194040	FINKLE DIST INC		
						LIVE	20	40	20	20	40	20				
162303	177253	NAIFS GROCERY	251 N MAIN ST	GLOVERSVILLE	NY	GRATIS	10	20	10	10	20	10	194040	FINKLE DIST INC		
						LIVE	20	40	20	20	40	20				
162303	619977	COUNTRY FEED STORE	ROUTE 30	AMSTERDAM	NY	GRATIS	20	40	20	20	40	20	194040	FINKLE DIST INC		
						LIVE	40	80	40	40	80	40				
162303	767356	FIVE CORNER ATLANTIC	378 MARIVILLE RD	SCHENECTADY	NY	GRATIS	10	20	10	10	20	10	194040	FINKLE DIST INC		
						LIVE	20	40	20	20	40	20				
162306	767584	A MART MERCHANDISE	746 PAWLING AVE	TROY	NY	GRATIS	10	20	10	10	20	10	194040	FINKLE DIST INC		914234
						LIVE	20	40	20	20	40	20				
							3	6	3	3	6	3	Number of Gratis / Live Cases Each			
72							15-CARTON KITS, ITEM #536813									
8							P.O.S. KIT, ITEM #536822									

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# WHOLESALE PACKING INSTRUCTIONS

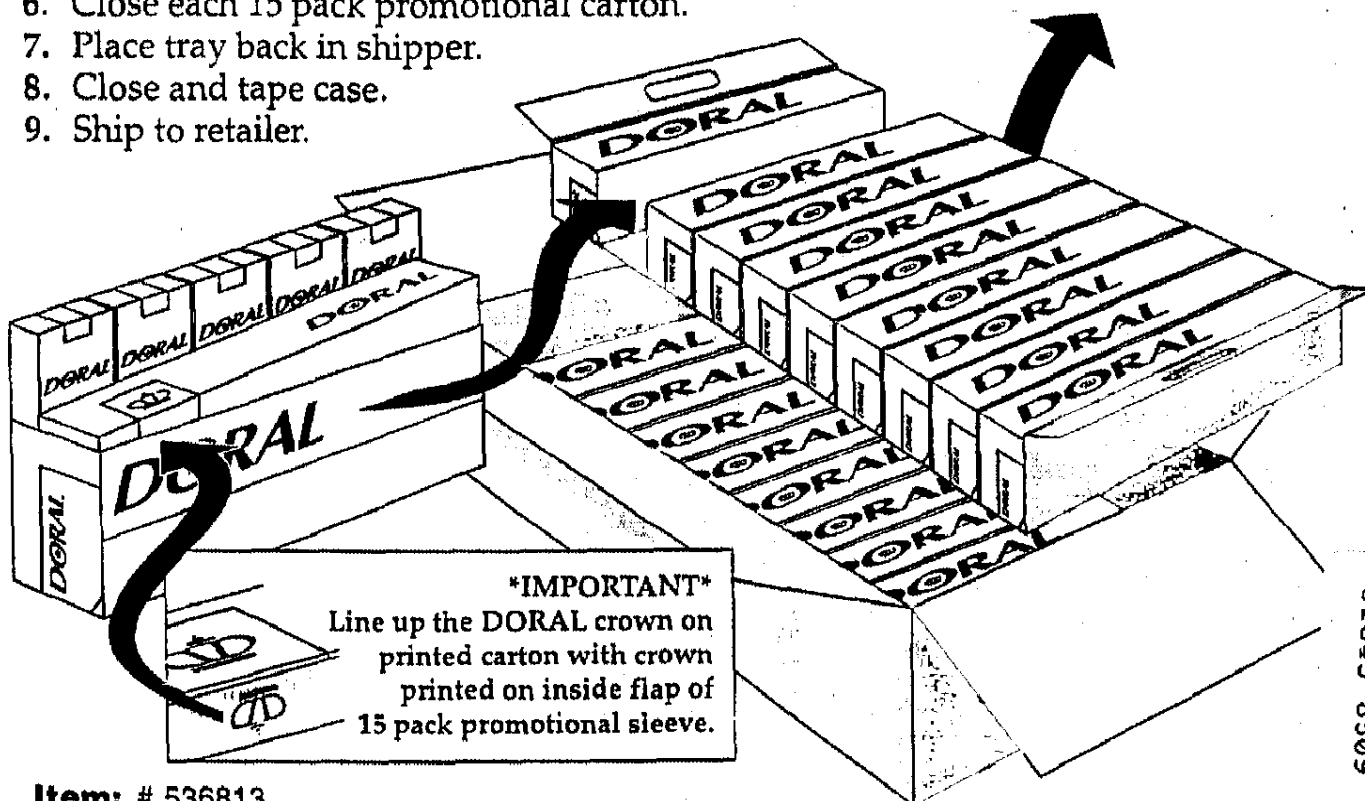
## VALUE ADDED PROMOTIONS

1ST QTR.'98

# February DORAL Buy 1 Carton Get 5 Packs Free

## STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). Gratis product is in white cartons.
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). Gratis product is in white cartons.
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.



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Item: # 536813

Description: DORAL Buy 1 Carton Get 5 Packs Free CTS Carton kit

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Ensure Brand mix in Display					

# Another Great Deal From America's #1 Selling Value Brand: Buy A Carton & Get 5 Packs Free

## Special Carton -

This 5 Packs Free promotion is a great way to give customers a special Doral Bonus. Our new promotional carton contains 15 packs of Doral (10 in a regular carton, plus 5 extra packs), saving your customers money and driving your sales up, up, up.



## 8-Case Header

tops off your store display. Includes promotion, information and pricing area.



## Special 8-Case Side Card & Poster

increases customer awareness along with offering additional in-store advertising opportunities. Side card easily attaches to display, while the 21" x 39" poster is an impactful piece to announce the price of this great offer.



## Details -

- 20 special cartons per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Get 5 packs free with carton purchase

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